

DALLAS

OFFICIAL PUBLICATION OF THE DALLAS
CHAMBER OF COMMERCE

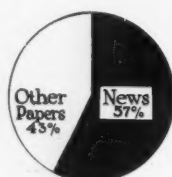
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JULY 1928

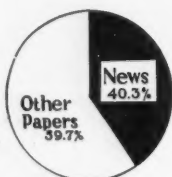
Many men are walking the streets of the Dallas of today who remember when it would have been considered ridiculous to paint a picture of Dallas with 290,000 people. Is this sketch, then, a wild dream of what will be Dallas when today's youngest child will be the oldest inhabitant?



LEADERSHIP Unimpeachable



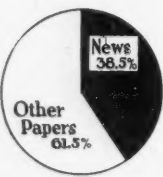
Automotive



Department Stores

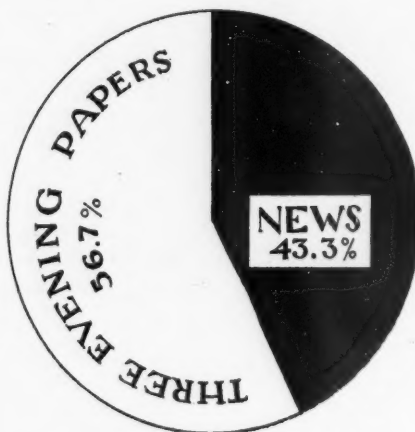


Financial



Furniture

Few have ever challenged The News' leadership from the standpoint of newspaper quality. In advertising patronage the precedence of this famous old paper is no less apparent when more than a cursory glance is given to the situation.



Here is how the advertisers of Dallas distributed their patronage during 1927. Far more business was accorded The News than any other paper. The figures represent percentages of local money actually invested in newspaper advertising last year.

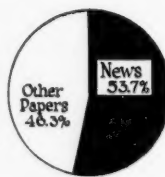
The smaller circles show how a few of the leading lines of business in Dallas apportion their budgets.

National advertisers—those who come as paying guests into the Dallas market—gave an even greater preference to The News.

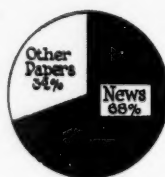
In want-advertising, however, The News' leadership is the greatest of all. This is the public's own business—given to the paper of first popular choice and held solely on a basis of immediate, provable results. The leadership of The News in classified advertising is overwhelming in practically every classification.



Jewelry



Men's Wear



Real Estate

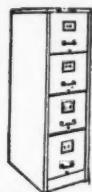


Shoes

The Dallas Morning News

Dallas' Greatest Advertising Medium

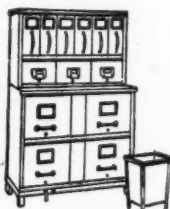
Meeting Completely Every Office Requirement



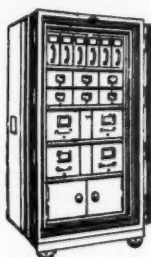
Unit Filing Cabinets
Counter Height Files
Card Index Files



Steel Desks
Office Tables
Bookcases



Sectional
Filing Cabinets
Planfiles



Underwriters' Steel
Safes
Steel Shelving



FROM waste basket to safe—from the one-man office to the modern skyscraper—ART METAL can supply every need in office equipment in permanent and attractive steel.

Over 300 styles in stock lines provide for all but the most unusual requirements in desks, filing devices, safes and steel shelving. And for the unusual, our skilled engineers design the special unit that exactly suits your purpose.

The Art Metal Catalog will at once show you the unlimited scope of ART METAL service. It fittingly deserves a place in every business executive's library. We shall be glad to place it in yours on request.

Art Metal

STEEL Office Equipment, Safes and Files

CLARKE and COURTS

Manufacturing Stationers

1506-8 Young Street

DALLAS

Quick Service on Every Job

THIS is the age of speed. Where yesterday a man averaged twenty-five miles an hour at cross country touring and bragged about it, now he expects, and generally makes, forty.

Five years ago a man got up early to read the baseball scores. Now he gets the dope on the night before.

New records of speed across the continent, across the ocean, in construction and in railroad time tables all are evidences that men act and move faster today than every they did before.

Some of it is due to new mechanical

inventions. Much more comes from a state of mind, a habit of expecting to do it quicker and better.

This demand for speeding up is in every line of business. To meet it Boyd Printing Company has organized equipment and men to give the quickest possible service on every job that comes into the shop.

Quality will never be sacrificed for speed. The combination of good printing delivered without delays is made possible through the Boyd Printing Company doing nothing but printing.

Four linotype machines available for twenty-four hour service. Twenty different type faces in composing room. Four cylinder presses, including a fast Kelly. Two jobbers. Two folding machines to prevent work clogging up in the bindery.

Call Us For Good Printing Delivered Within a Reasonable Length of Time

Phone 2-2788

Boyd Printing Co.



Yes! Vacations at home have pleasure possibilities

Summertime is get-away-from-home time—no doubt about that! But when you do spend a vacation at home, at least you're always more comfortable, and you can really create for yourself many of the so-called vacation delights.

Cool breezes, for instance. They blow at your bidding with an electric fan. The grill, the toaster and the percolator prepare appetizing meals right at the table or out on the porch. The electric refrigerator supplies endless varieties of frozen delicacies and the radio keeps you in touch with the ball games.

If you "Do it Electrically" you can make your whole summer a vacation at home.



DALLAS POWER & LIGHT COMPANY

Interurban Building

COURTEOUS EFFICIENT SERVICE



While You Wait and you don't wait long

LONG DISTANCE telephone service is now about twice as fast as it was a year ago.

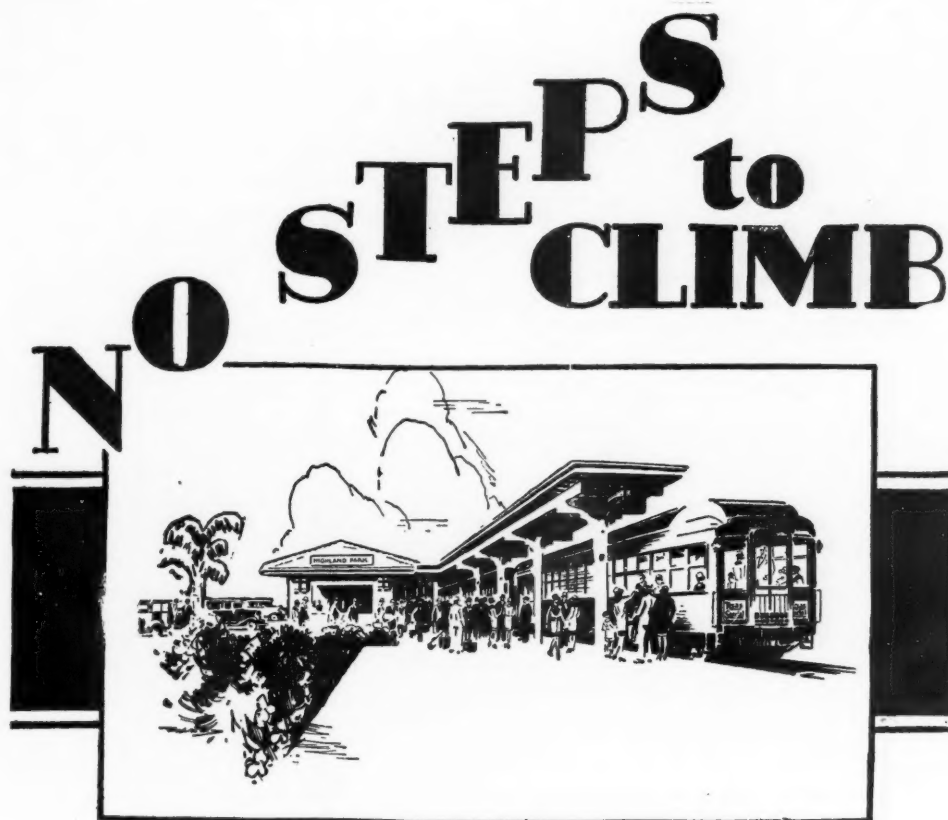
Now, when you place a call, in most cases the operator asks you to "Hold the line, please." Three times out of four she will complete the connection while you wait.

The average interval between the time when you place your call and the time the connection is completed or a report given is a little more than two minutes.

Your service will be faster if you give the number of the distant telephone. Try it!

SOUTHWESTERN BELL TELEPHONE COMPANY





At the Beautiful
HIGHLAND PARK STATION
 a Convenience for "Katy" Patrons

Instead! the peaceful quiet of a beautiful landscaped park . . . gravel drives and unlimited parking space . . . a cool, expansive, comfortable station . . . no noise, traffic jams or confusion.

All Katy trains stop here. All destinations North or South of Dallas are reached by Katy trains . . . with most convenient departure and arrival hours.

Here's the answer to "fatiguing steps." Go in comfort on the



The Bluebonnet - Texas Special

The Katy Limited

Oil Burning Engines . . . Smooth Roadbed . . . Fast Schedules
 Luxurious Equipment . . . Courteous Crews . . . Peaceful Pullmans

Announcing the ALUMINUM OFFICE CHAIR

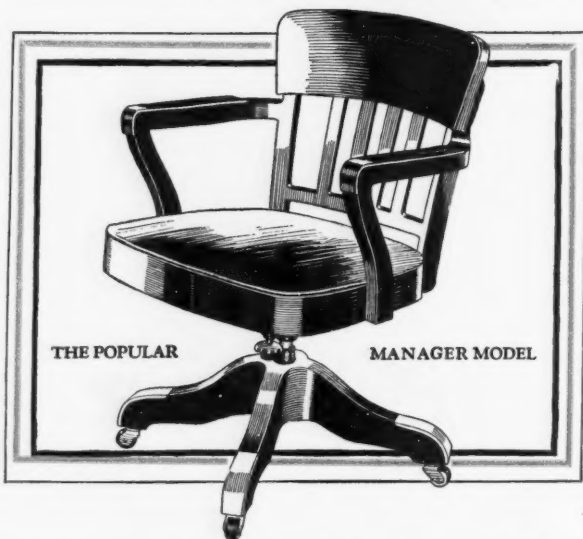
*Modern-to-the-Minute
With Super Strength Built In It*

Here at last is a strong, light, durable, non-inflammable office chair to use with other fire-proof office equipment.

Aluminum Chairs are constructed of high-strength aluminum alloys that combine extraordinary lightness with the strength of mild steel. They defy fire, moisture, insects, boiling water, alcohol, lighted matches, splinters, and scars and scratches and all the other hazards that quickly take their toll of wooden chairs.

Every fixture in your office should express the basic ideas of *permanence... efficiency... taste... and modernity*. These four qualities are welded into Aluminum Furniture.

Permanent Aluminum office chairs... at a price comparable with perishable wood... offer you a *life-time of fitness*. Will add distinction to your office... and considered in the light of a life-time investment, they have no peer. See our display.



Desk
headquarters

STEWART OFFICE SUPPLY CO.

1610 MAIN STREET

DALLAS, TEXAS

COMMERCIAL STATIONERS

Desk
headquarters

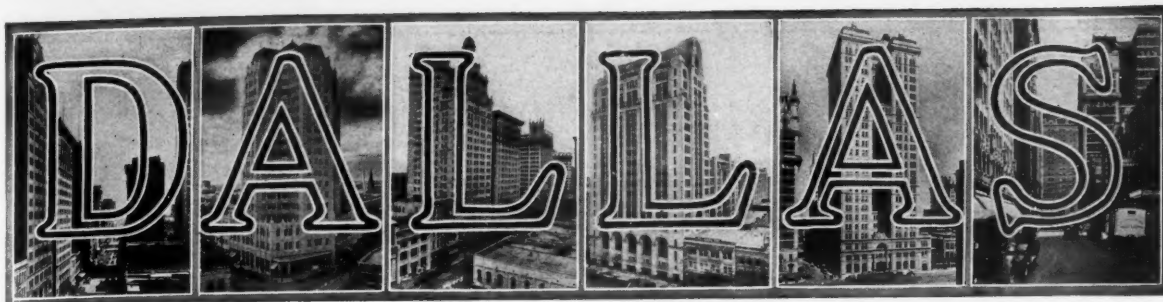


Compare!

Durable, fire-proof Aluminum Chairs have beautiful lines... one-piece construction... stand abuse and can't work loose... Made of enduring metal... Super strength built in them... Not half as heavy as wood... Long-wearing leather upholstery... Baked-enamel finishes that withstand chipping and abrasion... Reasonable first cost and practically no upkeep cost... 14 standard models... a chair for every purpose.

Note!

Models particularly designed for use in executive and administrative offices... in reception rooms, in board rooms, in banks... in doctors', dentists', artists', and realtors' quarters... department stores... cafeterias, restaurants, hotels... hospitals, clubs and other institutions. All can use to great advantage these strong, light, fire-proof Aluminum Chairs.



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 7

July, 1928

No. 7

An Epoch in Dallas History

Plans of 1927 Bear Fruit in City's Accomplishments in First Half of 1928

By E. R. BROWN, PRESIDENT CHAMBER OF COMMERCE

DALLAS, during the first six months of 1928, has fulfilled every prediction made during the closing months of 1927.

During 1927 the Chamber of Commerce, representing the citizens of Dallas, made preparations for 1928. Plans were drawn up, debated and adopted or rejected. Campaigns were laid out, strategic courses were chartered. Scores of influential citizens gave much of their time uncomplainingly in order that Dallas might accomplish many things in 1928.

During the last few days of 1927, the results of this preparation began to be apparent. During the spring and early summer projects, long foreseen but not announced were completed.

A recapitulation of events shows briefly a \$23,900,000 city improvement program approved by the voters with more than \$5,000,000 of this amount to be spent immediately. A Dallas County highway program approved to the extent of \$6,950,000, and a river improvement project, adopted by the district, calling for the expenditure of \$6,500,000; enthusiastic approval of an advertising fund to present Dallas to the world industrially, with \$500,000 raised in a few days; a new Y. M. C. A. building program of \$1,000,000 over-subscribed by more than \$100,000; a new \$1,250,000 post office building; purchase of Love Field as permanent municipal aviation landing field and the lease of an auxiliary field for military use; and a number of smaller but important projects.

It is doubtful if any other city can show a



How Main Street Looked In 1887

similar program under way or point to any such in their history.

Every item of this program is either underway at the present time or will be within the next few days. A great deal of money will be put into circulation and employment will be given to many during the next few months.

It is significant that this giant program was born in a period of quiet almost amounting to depression.

It is typical of the character of Dallas business men that out of "hard times" have evolved the very satisfactory conditions and the promising outlook of today. Dallas goes forward, and will continue to go forward without hesitation to a splendid destiny.

Fortunate indeed are we of this generation to have a part in this era of Dallas history, whether our part be large or small.

On the cover of this issue of DALLAS is an imaginative sketch of Dallas tomorrow, from the pen of Guy Cahoon. At first glance the picture may be amusing, distorted and visionary. After a moment's study, however, sober judgment begins to compare the Dallas of today with that of half a century ago and the picture begins to lose its exaggerated tone—in fact, as the artist himself declared, it is actually conservative.

The year 1927 was a year of preparation, 1928 a year of realization. Yet realization has not stopped preparation and the civic leaders of Dallas are daily planning and organizing in order that nothing may check the onward stride of Dallas.

Dallas Chamber of Commerce

Departmental Reports

THE work of the various departments in the Dallas Chamber of Commerce and the accomplishments of that organization as a whole are reviewed in the following reports prepared by department heads:

Retail Department

Under the leadership of President Herman Philipson, the Dallas Retail Merchants Association, a department of the Chamber of Commerce, has had a half-year of marked constructive activity. The interests of the retailers have been carefully safeguarded by the Retail Advisory Board, meeting monthly.

Increasing the attractiveness of the downtown retail district has received the careful attention of a special committee with Sam Hargreaves as Chairman. The Association has instituted the giving of two trophies annually, one for the most attractive new building, with only public buildings excepted, and one for the most attractive remodeled building, in the district bounded by Jefferson, Young, Preston and Ross Avenue. The handling of this contest is in co-operation with the Dallas Chapter of the American Society of Architects. The Committee also is co-operating with the City Building Inspector in the preparation of a revised ordinance that will make for attractive signs. Still other work along these lines has been done by the Committee.

A Trade Grievance Committee, with Eli Sanger as chairman, has been active and one joint meeting of retailers and wholesalers has been held upon suggestion by the committee. Otto Lang has been renamed chairman of the Goodwill Trip Committee and two one-day goodwill tours are being planned. Retailers assisted in putting over large trips to the conventions of the East Texas and the West Texas Chamber of Commerce conventions. Co-operation has been given the Better Business Bureau looking to plans to curb and regulate calls being made upon retailers by solicitors for various purposes. Efforts are being made to induce every business concern in Dallas to demand that the solicitor show a card from the Better Business Bureau before any recognition is given. Ray Shelton, head of the Traffic Committee, has done considerable work. Plans are being made for the annual early holiday shopping campaign. An innovation, "The Christmas Parade," which drew vast throngs when staged in New York in 1926, and in Washington in 1927, has been bought and will be put on here the first part of September. Legislative matters affecting retailers, whether local, State or National, have received attention. Retailers are planning to contribute materially to making the State Fair this

fall even larger and more successful than last year.

Convention Department

The first six months of 1928 brought 204 conventions of varied nature to Dallas. The list included such important national gatherings as the United States League of Local Building and Loan Associations, National Gas Association of America, which had the largest attendance in its history, National Conference on City Planning, National Oil Mill Superintendents Association, and many regional and State conventions of importance. The American National Retail Jewelers Association is still another gathering to come shortly. Included in the list for next year are Rotary International, the American Society of Civil Engineers and the American Society of Agricultural Engineers. More and more national organizations are recognizing the growing South and Southwest with their conventions. The Chamber of Commerce urges local members of all organizations holding national gatherings to consider inviting their conventions to Dallas which, with its big battery of modern hotels, its sixteen golf courses, 30 theatres and other diversion facilities, and its excellent railroad connections, can handle most creditably almost any kind of gathering. Other Texas cities have also greatly increased their convention facilities and are offering keen competition for national conventions. It is estimated visitors spend one billion dollars in the United States annually. Furthermore bringing national conventions to Texas and the South broadens the spirit of nationalism. During the past few years Dallas has had far more national conventions than ever before, meaning that tens of thousands of visitors who would otherwise have known little or nothing of Texas from a personal investigation have been brought in touch with this section to the mutual advantage of Dallas and themselves.

Hotel and auditorium building in the smaller cities and towns of Texas, as well as the larger cities, has made prodigious strides the past few years. Many competitors now strive for every State or regional gathering. The Chamber of Commerce wishes to appeal to the civic pride of local people to aid in seeing that Dallas secures its turn in entertaining the various State and sectional gatherings. Without such a spirit and activity on the part of local members nothing can be accomplished. The Convention Department of the Chamber of Commerce is anxious to give you the closest co-operation.

Information Department

A multitude of inquiries, ranging from business opportunities to idle

questions, have been handled by the Information Department. The most important work of this department has been the location of specific merchandise for out-of-town inquirers. By putting the buyer in touch with a seller, or vice versa the department has been responsible for many orders for members of the Chamber of Commerce and has assisted members in many profitable purchases.

The department handles telephone calls, telegrams, letters and personal calls in too large numbers to record.

This department was organized to handle general information not coming under the specialized departments of the Chamber of Commerce. Where certain articles may be bought or sold, requests for literature, general statistical information, addresses of missing persons, applications for employment, requests for State and Southwestern data, are some of the items handled by this department.

Publicity Department

A series of unusual circumstances made it possible for the Publicity Department to obtain space in a large number of general and trade publications during the first six months of 1928. The increasing interest in the Southwest has made informative articles acceptable in almost every trade magazine. The successful launching of an advertising campaign was the subject of articles sent 160 magazines all over the nation. The details of the campaign and the reasons for it were printed by the majority of magazines interested in civic development. A general story on the Ulrickson Plan was well received by the press and national circulation is now being given to the project of straightening and leveeing the Trinity River.

Industrial opportunities in Dallas, as outlined in the Lockwood Greene & Co. survey are being used as subjects for short news items in trade publications concerned.

Special stories on Dallas, sketching its history and mentioning points of present day interest, were prepared in advance of Dallas conventions to acquaint delegates with the host city. A great deal of material was sent to Houston to be used in several publications on Texas for use at the National Democratic Convention.

The official organ of the Chamber, Magazine Dallas, is concentrating on industrial news and each month records the growth of the city. The major activities of the Chamber are listed each month. The value of the magazine as an advertising medium is well recognized.

Highway Committee

Definite accomplishments during the first half of 1928 are reported by the Highway Committee, following a

year of intensive preliminary work in 1927. As projects are completed, others are being undertaken to make Dallas the highway hub of the Southwest.

Construction work on the Northwest Highway will begin immediately. The full co-operation of the State has been pledged; the right-of-way has been secured; bonds have been voted; and all preliminary work has been done. Now, the committee is focusing its attention on a Southwest Highway through Cleburne and Stephenville to the southwest borders of the State. Considerable progress has already been made on this route.

The "Forney Gap" will be closed and the "Lewisville Gap" is being improved for all-weather travel. Construction work is under way in Ellis, Grayson, Henderson, Hopkins, Denton, Kaufman, Navarro, and other Counties adjoining or near Dallas County. Improvements and extensions of pavements have been assured on Highways No. 75, 80, 77, 67, 40, 68, and 6. Members of the committee are constantly in touch with communities on all routes by visits and correspondence. The best of co-operation has been secured from towns on all routes.

Voting of a \$6,950,000 highway bond issue in Dallas County has not only assured the county of the finest highway system in Texas, but has also stimulated other counties and districts to finance needed improvements from which Dallas will benefit.

The committee continues to enjoy the heartiest of co-operation from county officials and members and employees of the State Highway Commission.

Southwest Development Service

Extension of its benefits to remote communities has marked the work of the Southwest Development Service department of the Dallas Chamber of Commerce during the first half of 1928. While continuing to serve more accessible places, co-operation in solving local development problems has been extended to communities on the

outer fringe of Dallas' trade territory.

Contacts have been made in most of the few towns where they had not been made in the past and service of some form has been rendered in some 500 communities during the six months of 1928.

As in the past, the Development Service works on the theory that Dallas' development depends on the growth and prosperity of communities in the Southwest. No opportunity is lost to help such communities with their own problems. Dallas receives a double benefit from this service. Material benefits come from all community developments in the Southwest and a vast amount of good will comes to Dallas because of her willingness to co-operate so completely with the units of the territory she serves in a commercial way.

The department will be active in Oklahoma, Arkansas, and Louisiana during the remainder of 1928, while continuing its work in all parts of Texas.

Wholesalers

Under the administration of C. L. Norsworthy, President, the Wholesale Merchants Association has reached the end of a most successful half year, and confidently looks forward to rounding out 1928 as the banner year of the Dallas Wholesale Market.

Wholesale business in Dallas during the Spring Season has been excellent and sales have increased in practically every line of merchandise. During the regular Spring Market Season over seven thousand merchants visited the Market and the Style Shows played to such large crowds at each performance that it has been found necessary to run the Fall Shows over a period of four weeks instead of the customary three.

Dallas Wholesalers have overcome the rivalry of more distant markets, the retail merchant, large and small, can successfully buy here in Dallas merchandise in every line, not only best suited to the individual needs of the people of the Southwest but at prices as low or lower than in any market in America.

During the Spring Season Dallas entertained the members of the Texas

Shoe Retailers Association, the Oklahoma Shoe Retailers Association and the Southwestern Shoe Travelers Association in joint convention during which over 500 nationally known lines of shoes were on display and a total attendance of over 2,000 retail merchants was recorded.

The fourth annual pre-Easter Market Week proved to be the largest and most successful, bringing buyers of style merchandise to Dallas in large numbers and sales during the week exceeded by far the records of any special week ever inaugurated by the Market.

The Wholesale Merchants Club, under the leadership of Chas. A. Moore, held two membership meetings, each with an attendance larger than any previous meeting of the Club.

During the last eight years \$232,000.00 has been paid in railroad refunds by members of the Association; \$155,000.00 has been spent in advertising the Market and \$125,000.00 was spent in Style Revues.

The Wholesale Association looks forward to the Fall Season ready to accept the responsibilities the Season imposes and better equipped than ever before to avail itself of every opportunity the territory offers. 1928 is going to be a splendid year for the Dallas Market. We are determined to make it so.

Fire Prevention

Extensive work in the endeavor to eliminate fire hazards has been the program of the Dallas Fire Prevention Council, assisted by the Junior Chamber of Commerce who in turn have utilized the facilities offered by Boy Scout organizations.

The bulk of activity took place during the annual Spring Clean-Up Week when cards were provided for distribution to practically every home in the city, asking for co-operation to the extent of cleaning up trash piles and removal of any and all unsightly dump heaps on vacant lots.

Unkempt vacant lots were listed and where possible the owner was notified to make some effort to remedy the situation. The request in most cases was readily complied with. Uniformed firemen have been assigned

(Continued on page 15)

These men are responsible for the civic development of the Greenville Avenue Business District.

Reading left to right, front row: Paul Fuqua, E. B. Jones, Ernest Weber, C. R. Wise, Frank Duff, W. A. Snorf. Second row, Ray Drake, A. R. Allsup, C. H. Hill, H. S. Finley, R. A. Blaine, Judge Pierson, Howard Federer. Third Row, Ernest Smith, Ted Young, C. A. Riddle, P. Reynolds, E. B. Reed, E. H. Kantz, C. S. Kneeland, A. J. Klein, J. Y. Dilts, C. B. Knighten, Dr. Favors, Dr. Copeland, H. W. Burr, E. D. Ebersole.





Summer Time Is Play Time in Dallas



*Fifty Parks Await the Tired Worker
as Evening Draws Near*



A Private Swimming Pool

PLAYGROUNDS for little and big folks—a total of fifty—have been provided by the Dallas Park Board for the people of Dallas.

Playgrounds for little and big folks—a total of fifty—have been provided by the Dallas Park Board for the people of Dallas.

It is doubtful if the average citizen realizes the real extent of the Dallas park system and the facilities for outdoor pleasures in practically every section of the city. The following tabulation is taken from the official report of Foster Jacoby, director of parks and playgrounds:

- 50 Park properties.
- 44 Equipped playgrounds.
- 42 Supervised playgrounds in the summer.
- 16 Year round playgrounds.
- 18 Wading and swimming pools for children.
- 48 Tennis courts.
- 30 Base ball diamonds. 56 playground ball diamonds.
- 3 Municipal pools.
- 4 Municipal golf courses.
- 24 Free motion picture shows during the summer months showing three times per week for thirteen weeks.
- 11 Parks especially equipped for picnics.
- 4 Indoor and 16 outdoor basket ball courts.
- 16 Soccer fields.
- 3 Running tracks.

16 Football gridirons.

1 Municipal Zoo with 1,200 specimens.

Maintain Art Gallery & Texas Museum of Natural History.

All these park properties are well distributed so that there is a park

within walking distance of practically every Dallas home.

Three of the parks, Oak Grove, Tenison and Stevens, contain eighteen hole golf courses. These courses are well laid out and are kept in perfect condition. They are largely responsible for the unusual interest shown here in golf. The courses are self-supporting, their income being from greens fees and concessions. Sufficient income above expenses is received to make frequent improvements to courses and club houses.

The baseball "sand lots" are extremely popular and a number of commercial and other amateur leagues have been organized.

The children's playgrounds are well equipped with amusement devices and draw large crowds, both in summer and winter. They are well supervised.

The wading and swimming pools form one of Dallas' major summer attractions. Several new wading pools are to be opened in the near future.

The motion picture shows are given in open air theaters all over the city and never fail to draw large numbers of children and their parents.

The Zoo, with its 1,200 specimens of wild life, its concessions and amusement devices is popular both in summer and winter and is rapidly developing into a real amusement park.



A Retreat On Lakeside Drive



A Quiet Nook In Dallas



Dallas

Official Organ of the Chamber of Commerce, published monthly

E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MGR.

Vol. 7 July, 1928 No. 7

DALLAS CHAMBER OF COMMERCE OFFICERS

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Hotel Association—H. H. Hudson, Pres., Mrs. C. L. Hamil, Secy.

National Air Transport, Inc.—C. B. Braun, Southwestern Div. Traffic Mgr.

OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY

ADVERTISING RATES ON APPLICATION

EDITORIALS

Service Clubs

The international organizations of most of the service clubs in the country have a definite policy concerning affiliation with local Chambers of Commerce. To quote from these international declarations:

INTERNATIONAL ASSOCIATION OF ROTARY CLUBS: "Every Rotarian should be a member of the Chamber of Commerce. The ideas gathered in Rotary and elsewhere should become deeds thru the Chamber and affiliated organizations."

LIONS INTERNATIONAL: "Every Lions Club should co-operate with the Chamber of Commerce. Every Lion should affiliate with the Chamber of Commerce."

CIVITAN INTERNATIONAL: "The relations between such Clubs as Civitan and similar clubs have always been most pleasant. None of these clubs should attempt to usurp the place occupied by a Chamber of Commerce in a community. On the contrary, each of these clubs should be a vital force in assisting and promoting Chamber of Commerce activities."

"So as to promote a spirit of friendly co-operation between Civitan and its sister clubs, and so as to unite the force of all these clubs in support of the Chamber of Commerce, many local Civitan Clubs have adopted the following plan:

"An inter-club council, composed of two or three representatives of each civic club, and presided over by the president of the Chamber of Commerce, has been formed. Thru this council the Chamber is able to present to the various clubs any matter which the Chamber feels requires the united efforts of each club. Likewise, a single club is able to present to its sister clubs any matters which this club hopes to secure the support of the others."

KIWANIS INTERNATIONAL: "We thoroughly believe and heartily recommend that all Kiwanians affiliate with and give hearty support to their local Chamber of Commerce."

INTERNATIONAL OPTIMIST CLUB: "The civic club is not intended to, should not, and does not attempt to fill the place of the Chamber of Commerce under any circumstances. It is more personal and social in its relationship, whereas the central organization is desired and intended to meet the general needs of the whole community, which the civic clubs cannot undertake to do. Every Optimist should support the Chamber of Commerce."—From T. C. E. A. News Letter.

Committee Chairmen

The following are Chairmen of the Dallas Chamber of Commerce Standing Committees:

John W. Philp, Chairman, Aviation Committee.
H. B. Lockett, Chairman, Transportation Committee.
R. S. Haseltine, Chairman, Publications Committee.
W. H. Hitzelberger, Chairman, Athletic Committee.
R. L. Thornton, Chairman, Advertising Committee.
J. Perry Burrus, Chairman, Textile Committee.
T. M. Cullum, Chairman, Highway Committee.
J. K. Hexter, Chairman, Referendum Committee.
Arthur L. Kramer, Chairman, Educational Committee.
C. L. Norsworthy, Chairman, Annual Good Will Tour.
R. L. Pou, Chairman, Agricultural Advisory Board.
A. M. Matson, Chairman, Nominating Committee.
A. L. Ruebel, Chairman, Fire Prevention Committee.
John W. Carpenter, Chairman, Trinity River Committee.
Sam A. Leake, Chairman, Special Industrial Committee (Finance Company.)

Departmental Reports

(Continued from page 11)

to monthly inspection of both residential and business property, ordering a clean-up where necessary and following with a second inspection to verify results.

Radio broadcasting over the three local stations was found to be an effective measure, while newspaper publicity caused many real estate owners to register complaints concerning neglected property in numerous localities about the city.

Arson cases have been dealt with in as strict a measure as is now possible under the present statutes. A number of convictions have been obtained and the maximum penalty assessed in each case.

Certain fire fighting equipment has been replaced with modern apparatus and several new stations have been completed in sections warranting their need by reason of constantly increasing community centers.

Foreign Trade Department

The Foreign Trade activities for the first six months of 1928 have been largely to specific assistance to individual exporters. The number of exporting firms has been growing steadily. Many volumes have been added to the Foreign Trade Library and this library is proving more and more valuable daily.

A number of distinguished visitors from foreign countries have been with us, including George Wythe, Commercial Attache, Mexico City; Halbert E. Watkins, Commercial Attache, Caracas, Venezuela; Merwin L. Bohan, Commercial Attache, Guatemala City, Guatemala; Eric T. King, Chief Specialties Division, Bureau of Foreign and Domestic Commerce; T. L. Gaukel, Manager District Office, Bureau of Foreign & Domestic Commerce, St. Louis, Mo.; Henry Chalmers, Chief, Tariff Division, Bureau of Foreign and Domestic Commerce; Brice O. Mace, Manager District Office, Bureau of Foreign & Domestic Commerce, Kansas City, Mo.; Dr. Frank M. Surface, Director, Domestic Commerce Division Bureau of Foreign and Domestic Commerce, Ray M. Hudson, Assistant Director, Bureau of Standards.

Fifty-nine conferences with exporters were held by these visitors. One hundred thirty-two translations have been handled.

Effort has been continued toward securing a District Office of the Bureau of Foreign and Domestic Commerce for Dallas, and through the splendid efforts of Congressman Hattin W. Summers it is very likely that Dallas will, in 1929, receive a District Office.

Manufacturers

The six months period ending with the month of June has been a most eventful one for the Dallas Manufacturers Association.

Beginning in January with the election of five new directors and new officers, an aggressive program was adopted and has been largely followed to date. The new directors are: George Boedeker, A. Culberson, W. E.

Holland, Lawrence Pollock, Julius Schepps, and R. A. Wilson. Officers elected by the Association for the year are: T. J. Mosher, President; J. Durrell Padgett, Julius Schepps, George Boedeker, Vice President.

The program adopted by the Association at the beginning of the year contains two major objectives: (1) helping the individual manufacturer with his own problems and (2) building Dallas as a manufacturing market until it is comparable with its present standing as a distributing market.

In carrying out the first of these objectives, a committee termed the Luncheon and Publicity Committee was appointed and manufacturers divided into fifteen general commodity groups with a representative from each group on the Luncheon and Publicity Committee. The purpose of this committee was to inaugurate a program of display luncheons for made-in-Dallas products to include a showing throughout the afternoon at which time the housewives of Dallas would be urged to attend and view the products of Dallas Manufacturers. Four of these luncheons were held and more than twenty-five hundred people attended them.

Plans have been completed for the publication of a new classified directory of the products of Dallas Manufacturers and in keeping with the second objective of the Manufacturers program these will be distributed to the merchants throughout the Southwest. One of the items included under this second head which is proving beneficial to manufacturers is a letter of greeting from the President of the Dallas Manufacturers Association to every newly incorporated business in the Southwest and in addition to this letter of greeting, a classified directory of Dallas Manufacturers is mailed to these new business firms.

Radio-broadcasting, telling of products made in Dallas, has been continued with the co-operation of Station WFAA and takes place each Saturday evening. At these periods,

specific commodities are described and the trade name impressed upon the Radio audience. Considerable good has resulted from these programs and a number of manufacturers are using this service regularly.

Outside interest in the activities of Dallas Manufacturers has increased and is best evidenced by the action of the North Texas National Bank in making available to the Manufacturers Association a display case in their lobby. This case under the supervision of the Manufacturers Association, is made available to Dallas Manufacturers for periods of one week each. In this case, the individual manufacturer places a display of his products. In addition to making available the case, the North Texas National Bank has inaugurated a program of providing a space four column ten inch in the Monday morning paper and afternoon paper telling of the institution whose display is in the display case that particular week. This has been very beneficial to the manufacturers who have participated to date.

Aviation Activities

Dallas has accomplished a great deal in aviation matters during the six months of 1928.

The outstanding events were:

1. Purchase of Love Field by the City of Dallas as Air Port.
2. Designation of Dallas as headquarters for organized reserved training for the Eighth Army Corps. (This includes Texas, Oklahoma, Arkansas, Louisiana, New Mexico and Colorado.)
3. Inauguration of night flying of mail between Dallas and Chicago.
4. Inauguration of Air Mail Service between Dallas and Houston-Galveston and Dallas-Austin-San Antonio with a provision for the extension of the San Antonio line to Laredo to connect with mail from Mexico. An intensive effort to create a favorable impression on the

(Continued on page 18)



Industrial Dallas Booklets, photographed just before leaving for the great northern and eastern centers.



George A. Levy

List of New Firms

Having studied the economic resources and watched the growth of the South and Southwest during the past several years, I selected Dallas after much research and investigation as the city in which to plan my present activities, because I am convinced that Dallas holds every element of far seeing citizenship and business opportunity.

As a former public official in Pennsylvania and Colorado and a director of many large public improvements, my selection of Dallas came because of my faith in her unquestioned future greatness and useful destiny.

And further, I selected Dallas for my permanent residence and present development activities because I believe in the spirit of her people, her logical, geographical location as a distributing center, her great developed and undeveloped economic wealth, and her potential industrial opportunities.—*George A. Levy, economist and industrial expert.*

AREND-DAWSON Company, Wholesale Merchants Bldg., wholesale ready-to-wear. Affiliated with Lyon, Dawson Garment Co., Kansas City, Mo. Dallas company incorporated for \$20,000, by H. D. Arend, Hildegard Arend and Will F. Dawson.

John Budd Company, Republic Bank Bldg., home office, New York. James A. Crouse, manager, Dallas office. Advertising, representing large group of newspapers.

Century Indemnity Co., 1304 American Exchange Bank Bldg., insurance.

Cooper Corporation, 301 N. Market St.; home office, Cincinnati, O. Tires and tubes—Southwestern distributing branch. R. H. Prinz, branch manager.

Dallas Cleaners, 2213½ Cedar Springs Road.

Dallas Eye, Ear, Nose & Throat Hospital, 3116 Live Oak St.

Dallas Silversmithing Co., 4449 McKinney Ave., repairing, refinishing and electroplating.

Davis Millinery Company, 1016 Commerce St., wholesale millinery.

Dorbandt Construction Co. Inc., chartered June 14, \$10,000 capital stock, by L. W. Dorbandt, George E. Turner and M. E. Dorbandt.

Electro-Phonic Corporation, chartered June 29, by Edward C. Taylor, R. Ashby, F. W. Quaite; capital, \$2,000.

Finch & Smith Tile Co., 3303 San Jacinto St.

Frankell Bros. Amusement Enterprises, 1622½ Pacific Ave.

W. F. Freeman, 306 Andrews Bldg., advertising.

Freeman, Hillmond & Young, 401 Dallas National Bank Bldg.; investments.

W. R. Griffin & Co., 902 Marvin Bldg., investments.

Idico Corporation, 7th Floor, 2nd Unit, Santa Fe Bldg.; home office, New York. S. Orr Neal, Southwest-

ern manager. Deodorants, moth fumigants, disinfectants, insecticides, polishes, etc.

Jackson & Parker, 1915½ Main St. Jones-Yates Co., 3710 Commerce St.; automobiles.

Knott's Bakery Inc., 4130 Commerce St. W. H. Knott, president. Bakers of Aunt Betty bread, new plant just completed. Home office, McKinney, Texas.

Liberty Mercantile Co., 2424 Elm St.

Morten-Davis Hosiery Mills, purchased seven-acre site on Maple Ave. Road for full-fashioned silk hosiery mill. Company incorporated for \$200,000 by E. W. Morten, J. O. Davis and J. Perry Burrus. Contract soon to be let for modern factory building.

Mutual Life & Loan Association, 115½ W. Jefferson Ave.

Northwest Highway Company, chartered June 14 by W. L. Saling, H. M. Northcutt, and M. M. Donosky; \$30,000 capital.

Panco Syrup Products Co. Inc., incorporated by Harry Harlan, L. A. Thurmon and J. D. Pantaz, to establish syrup factory. Capital, \$25,000.

Pioneer Brick & Tile Co., 1909 N Harwood St.

Public Address Service Co., 1913 Pacific Ave.; radio equipment.

Rogers Truck Service Inc., 913 Marion St. Motor freight line.

George D. Roper Corp., 3800 Mockingbird Lane; home office, Rockford, Ill. Pumps.

Shield Company Inc., 1932 Main St.; distributors for Crosley radio equipment.

Southwest Ice Co., 305 Santa Fe Bldg.

Southwestern Vaudeville Exchange, 205 N. Ervay St.

Standard Paving Co., 402 Burt Bldg.; paving contractors.

Standard Brokerage Corp., incorporated by L. D. Bowie, Joe D. Gilliland, and P. J. Hemphill; capital, \$2,500.

Texas Letter Co., Allen Bldg., multigraphers.

Turby Chemical Co., 936 W. Jefferson Ave.; manufacturing chemists.

J. B. Wadlington, 414 Southwestern Life Bldg.; real estate.

J. T. Williams, 117 N. Akard St.; newspapers and magazines.



New Dairy Building at State Fair

Air Mail Bargain

Spend only three cents more and your letter goes by Air Mail. On August 1st, the new Air Mail rate goes into effect—five cents for the first ounce or fraction thereof and ten cents for each additional ounce. Or to put it another way when you are about to send a letter by train for two cents, add only three cents more and send it Air Mail. This is a tremendous reduction in the cost—75% for letters of one ounce—over 50% for all letters and packages weighing over 1 ounce. A two ounce letter which now costs 40 cents will go for 15 cents under the new rate.

Such a low price brings the air mail within the reach of every one. The new rate is the cheapest of any postal service offered by the government, especially so when one considers the speed—the preferred treatment by the postoffice and the preferred attention given air mail by the recipient.

With such a low price firms of Dallas can well afford to send the major portion of their out of state mail via the air. It is fully expected that many business houses, both large and small will take advantage of the air mail now. In addition the new rate offers a decided incentive to the social user.

The new rate presents to any city trying to get somewhere in aviation a real opportunity to develop such a generous patronage, that instead of one plane a day, there could be several. And this opportunity will be knocking every day. What will be the answer of Dallas?

Cost of Living in Dallas

The cost of living in Dallas is considerably lower than in most cities of its size, and particularly the larger cities of the North and East. Food prices are generally lower; water, light, gas and telephone service are available at reasonable rates, and rentals are lower than in most cities.

Food Prices

The following prices of commonly used foods in Dallas, and comparison with other cities, is taken from 1927 Government figures on the cost of living.

ITEM	Dal-	At-	Birm-	Mem-	New
	las	anta	ing-	phis	Or-
Sirloin Steak, lb.	37 c	41 c	41.4c	35.5c	36.7c
Round Steak, lb.	33.8c	36.8c	35.4c	33.9c	32.1c
Fowl, lb.	32.8c	36.6c	35.3c	33 c	33.3c
Milk, qt.	13 c	18 c	17 c	15 c	14 c
Bread, lb.	9.5c	10.8c	10.4c	9.5c	8.8c
Eggs, doz.	28.8c	32.7c	32.9c	28.9c	32.4c
Butter, lb.	54.8c	60.8c	61.6c	56.7c	58.9c

Utilities

Domestic electric light rates are scaled downward from a minimum of

6.32 cents per kilowatt hour, depending on the quantity used per month. Special rates are made for electric ranges, electric refrigerators, etc. The domestic gas rates are on a sliding scale, average about 67½c net per 1,000 cubic feet (1,000 B. T. U. per cubic foot). Residential telephones cost \$3.00 per month for a two-party line and \$4.00 per month for a private line. The city water rate is from 20 to 30c per thousand gallons, the 30c rate applying to the first 10,000 gallons, with a scale downward to the minimum of 20c. The street car fare is 7c, with transfers.

Climate has an important bearing on living costs. It is possible, because of mild winters, to build substantial, comfortable homes at less cost than in sections where the winters are more severe, and the cost of fuel for heating is likewise considerably less. The

mild climate also makes the cost of clothing, particularly for the working classes, less than in the industrial centers where considerably more clothing is required for comfort.

Housing

Dallas has a number of well-defined residential districts offering desirable housing accommodations for the wage earner, for the salaried employee or for the executive of considerable means, demanding the highest type of surroundings for his family. Highland Park is one of the most beautiful residential sections of any city in the United States, with its winding drives, its lakes, its many beautiful parks, with an abundance of distinctive architectural design, ranging in price from \$7,500 to the finer homes, some of which cost as much as \$200,000. Other beautiful residential sections are Munger Place, University Park, Country Club Estates, Greenway Parks, Perry Heights, Greenland Hills, Kessler Park and Greenville Crest.

—Reprinted from Industrial Dallas Booklet, "A City in Which to Live."

Cannon Ball Towel Supply Company

2009 Orange St. Dallas, Texas

Everything furnished in the
Towel Supply Line

Service Unexcelled Phone 2-2736

Martin Stationery Co. Legal Blanks

"Service That Satisfies"

112 Poydras St. Phone 2-1992

J. L. BURGESS L. E. BURGESS
M. N. CHRESTMAN O. D. BRUNDIDGE
O. A. FOUNTAIN H. A. BATEMAN
L. E. ELLIOTT W. H. WHITE

BURGESS, BURGESS, CHRESTMAN & BRUNDIDGE

Attorneys

1106-1112 Southwestern Life
Bldg.

General Civil Practice

Specialties—
Corporations, Insurance, Machinery and
Real Estate Practice.

Metropolitan BUSINESS COLLEGE

DALLAS, TEXAS
"The School With a Reputation"
Has Made Good Since 1887
Absolutely Thorough and Reliable
A Position for Every Graduate
Write, Call or Phone for Catalogue.

American Elevators

sold by

Hunter-Hayes Co.

312 Construction Industries
Building

Manufactured by
American Elevator & Mch. Co.
Louisville, Ky.

**PRINTED and ENGRAVED
LABELS**
Dallas Label & Box Works
1504 E. 8 Caruth, Dallas Phone 2-2927

Departmental Reports

(Continued from page 15)

part of visiting aviators has been pursued and the result is an average monthly visit of approximately two hundred military and one hundred fifty to two hundred commercial planes each thirty days. This is remarkable in view of the fact that on September 1, 1927, the United States Army issued orders removing Dallas from the so-termed model airways, and prohibiting Army ships from stopping at Dallas. A campaign to increase the usage of Air Mail and celebrating the second anniversary of service between Dallas and Chicago was conducted during the period May 1-15th with considerable improvement in the amount of mail origination in Dallas.

Every indication points to the fact that the population of Dallas and surrounding territory are becoming more and more air-minded and are coming to treat aviation as a decided adjunct to the present existing transportation and communication systems and it is believed that the coming months will see this tendency continue and increase with a resulting stimulus to aviation activities.

Industrial Department

The Industrial Department, for the first six months of 1928, has devoted much of its time to preparation for the national advertising campaign of Industrial Dallas, Inc.

In this connection, the Department has prepared six booklets and a market map of the Southwest, designed to give executives interested in establishing distributing branches, branch factories or sales offices in the Southwest, fundamental information about this market and about facilities at Dallas for serving the Southwest.

In the preparation of this literature, much research work was necessary to develop information incorporated in the booklets, and much analytical work was necessary in making comparisons of the Southwest with other major markets of the country.

These booklets are now completed and are being used by the Department in answering inquiries that are coming in in large numbers as a result of the advertising campaign.

Although the campaign has been running only one month, more than three hundred inquiries have been received, and each has been answered with a personal letter, and to each has been sent the information requested. Those inquiries that represent actual prospects will be closely followed up, in an effort to have Dallas selected for the location of an important Southwestern branch. About fifty such prospects have been received as a direct result of the advertising campaign.

The Department, during this period, has also continued its regular work of carrying on negotiations with concerns interested in establishing



A Monthly Life Income For Your Wife

You work hard to provide liberally
for your wife and children today.

To be really liberal with your family you will extend that provision through a definite monthly "Life Income."

A. C. Prendergast & Co.

2-3359 2-6444 2-6445

A Departmentized Insurance Agency

REPRESENTING

The Travelers Insurance Co.
REPUBLIC BANK BUILDING

FREDERICK KRAMER

and

ERWIN G. KERR

Announce

The opening of an office at
709 BURT BLDG.

For the Practice of
ARCHITECTURE

Under the Firm Name of
KRAMER & KERR

Photostat Prints

Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, Etc.

JNO. J. JOHNSON

1912 N. St. Paul St. 2-6729; 7-4218

FRED L. LAKE & CO., Inc. RUBBER STAMPS CONVENTION BADGES



STENCILS—SEALS
1015 Elm St., Dallas

branches in Dallas and with individuals with capital to invest, who are considering the establishment of factories here. Contact has been maintained with more than five thousand of the leading concerns of the country, through correspondence, and numerous conferences have been held with representatives and officials of concerns that have Dallas under consideration for important branches.

The Department also has a complete record of all business established in Dallas since January 1, including local wholesalers, retailers and manufacturers and branches established here by national concerns. This record is being kept for comparative purposes, and at the end of the year the Department will be able to arrive at a comparison of the city's industrial and commercial growth for 1928 as compared with previous years.

Junior Chamber of Commerce

The organization has averaged an increase of twenty-two members per month for the first six months of 1928, its total membership at present being approximately 330.

Our National Councilor attended the Mid-Winter Conference of the United States Junior Chamber of Commerce, held at Dayton, Ohio, February 4-5.

Active participation in the campaign for funds for Industrial Dallas, Inc., co-operation with other civic clubs in assisting the Boy Scout campaign for funds and a financial contribution along with speakers for fifteen days over the three local broadcasting stations in behalf of the National Air Transport Air Mail advertising, were a part of the program.

The local body organized Junior Chambers at Bonham, Denison and Waco, Texas, and assisted in organizing new units in several other Texas cities.

Music Week, May 6 to 12, was sponsored by the organization. Eight thousand questionnaires were provided for distribution to High Schools of the city.

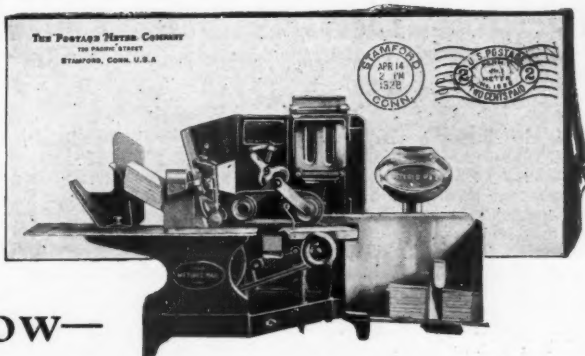
The Dallas Junior Chamber of Commerce Service Award was established in the nature of a silver loving cup to be donated by one of our past presidents. Julius Schepps was the first recipient of this award.

Dallas had the largest attendance at this year's convention with a total of thirty-one members present. It retained its National Directorship, secured the Presidency of the newly organized Texas State Junior Chamber and is now represented in the Secretaries Council of the National organization by the local secretary-manager being appointed Chairman.

Road Information

The popularity of the service of the Road Information Department has shown a great increase during the past year. Special effort has been made to compile information on all routes for the benefit of Summer vacationists

(Continued on page 20)



Now— the advantages of "Metered Mail" at a cost surprisingly low!

Because "Metered Mail" is the fastest and most modern postal mailing system available today, it has been the choice of the largest and best known business institutions of the country.

"Metered Mail" is expedited in postal despatch...it eliminates the old fashioned adhesive stamp...it safeguards the postage account...it saves time and labor in preparation of mail.

Now the great demand for "Metered Mail" has made it possible to develop a less expensive machine and these advantages are available to business houses, stores, banks, departments, branch offices and others who have been waiting to

install "Metered Mail" with lower priced equipment.

The new Model "F" is a smaller mailing machine produced by the same engineers who developed the high speed, heavy duty cancelling machines in use by the Post Offices of our Government and many foreign countries and the larger Postage Meter mailing machines that have spread the world-wide use of "Metered Mail."

The new Model "F" automatically imprints the "Metered Mail" indicia, seals the envelopes and counts the mail—and sells for \$385.00. Never before has there been offered an automatic mailing machine at such a low price.

You Can Have a Demonstration

Our offices in twenty-one leading business centers now have the new Model "F" mailing machine for demonstration. We will gladly arrange to have our local representative call on you at your convenience. Or, if you prefer, we will send you a folder outlining the features of this low priced machine and explaining its operation.



THE POSTAGE METER COMPANY

Sole Distributors of Pitney-Bowes Mailing Equipment
753 PACIFIC STREET, STAMFORD, CONN., U. S. A.

2596

FRANK J. MASTERS, Branch Manager
515 GLOYD BUILDING, TELEPHONE NO.--VICTOR 4837
KANSAS CITY, MO.

HESSE ENVELOPE CO. OF TEXAS

Manufacturers of Business

ENVELOPES

Plain or Printed

DALLAS

INTERNATIONAL

HARVESTER
TRUCKS
COMPANY

Dallas

Elm and Jefferson

Dallas Banks Still Lead in State

Dallas bank clearings for the first six months of 1928 exceeded both Ft. Worth and Houston combined, according to the current issue of Bradstreet's, which gives clearings for the principal cities of the United States.

Dallas clearings for the first half year were \$1,250,612,000; Houston clearings were \$819,514,000, and Fort Worth \$328,866,000. Fort Worth and Houston combined were \$1,148,380,000 or \$102,232,000 less than Dallas clearings for the period.

For the first six months of 1928 Dallas clearings showed an increase of \$20,485,000 over the same period last year. For the same period Houston clearings showed a decrease of \$72,468,000.

For the month of July, Dallas clearings were \$200,643,000; Houston, \$135,611,000; Fort Worth \$53,028,000. For the same month Houston showed a gain of \$9,000 and Fort Worth a gain of \$1,462,000. For July, over July, 1927, Dallas gained \$8,979,000 more than the combined gains of Houston and Fort Worth.

As compared with other cities in the United States, Dallas ranked

nineteenth in bank clearings for the first six months of this year. The rank of the first twenty-five cities for the period follows:

1. New York	\$196,805,030,000
2. Chicago	19,081,100,000
3. Philadelphia	14,772,000,000
4. Boston	13,349,000,000
5. San Francisco	5,865,645,000
6. Los Angeles	5,357,580,000
7. Detroit	4,823,336,000
8. Pittsburgh	4,509,885,000
9. St. Louis	3,745,672,000
10. Kansas City	3,370,446,000
11. Cleveland	3,296,838,000
12. Baltimore	2,726,839,000
13. Cincinnati	2,004,416,000
14. Minneapolis	1,983,825,000
15. New Orleans	1,475,500,000
16. Buffalo	1,362,376,000
17. Atlanta	1,296,743,000
18. Seattle	1,261,262,000
19. Dallas	1,250,612,000
20. Omaha	1,132,292,000
21. Richmond	1,111,013,000
22. Milwaukee	1,074,497,000
23. Louisville	997,292,000
24. Portland	935,540,000
25. Denver	869,962,000

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS		BANK DEBITS	
1927	1928	1927	1928
January	\$229,992,906.46	\$229,304,531.23	\$223,308,000
February	196,745,819.83	202,756,886.66	196,631,000
March	220,543,122.81	218,410,753.88	211,214,000
April	200,626,627.89	199,600,686.28	203,980,000
May	192,025,092.80	206,895,503.35	181,433,000
June	190,192,864.47	200,643,340.36	188,284,000
July	182,591,715.82		185,981,000
August	192,633,168.75		189,293,000
September	255,592,042.29		243,714,000
October	284,698,815.71		268,064,000
November	259,541,248.42		258,992,000
December	240,808,716.72		269,485,000
Total	\$2,645,992,040.40		\$2,620,877,000

BUILDING PERMITS		POSTAL RECEIPTS	
1927	1928	1927	1928
January	\$ 412,624	\$619,989	\$311,033.63
February	528,992	584,634	312,651.92
March	1,083,994	858,466	336,314.91
April	576,703	798,573	302,316.28
May	733,423	580,560	290,903.21
June	1,466,225	781,701	308,521.35
July	673,537		245,913.46
August	770,975		306,198.75
September	2,198,659		333,030.13
October	451,704		353,282.32
November	524,932		327,146.30
December	352,525		422,787.67
Total (Dallas proper)	\$9,774,846		\$3,855,787.93

GAS METERS		TELEPHONES	
1927	1928	1927	1928
January	62,479	64,831	65,193
February	62,702	65,021	65,547
March	62,724	65,532	65,854
April	62,832	65,712	65,991
May	62,885	65,892	65,925
June	62,952	66,030	65,486
July	63,026		65,364
August	63,123		65,365
September	63,354		65,877
October	63,740		66,461
November	64,298		66,859
December	64,711		67,035

(Continued from page 19)

and local travel. To obtain this information trips have been made to all nearby points, to San Antonio, Houston with short trips in the vicinity of these cities and a trip to the Ozarks over the two routes, listing hotel accommodations and the tourist camp facilities.

A trip was also made to St. Louis, Chicago and Milwaukee visiting the departments that disseminate road information. Telegraphic service is furnished to these departments relative to road condition throughout the Southwest, this information being received by wire from representatives on the main traveled highways at points where unsurfaced roads are affected by weather conditions.

A complete supply of late road maps covering the entire United States and Canada is kept in stock, obtainable by those desiring the service, with a small charge made. Some maps furnished to us for free distribution are also available.

The information disseminated from this department is always the very latest. After rains this information is received by telephone from the nearby points and telegraphic reports from points on the main traveled highways of the adjoining states where unsurfaced gaps remain and are affected by changing weather conditions.

Page 15 is shown the first shipment of Industrial Dallas, Inc., booklets to be mailed out in answer to inquiries resulting from the national advertising campaign recently started. Ten thousand each of seven pamphlets have been printed in anticipation of an unusual demand for information on this rapidly growing section of the nation.

Home Demonstration

During the first six months of 1928 the Home Demonstration Agent visited seventeen communities regularly each month with several special visits on additional program work. These visits were in the interest of women's and girls' home demonstration club work in which all phases of home activities are included.

Contact was established with 295 girls and women.

One of the major projects completed during this period was the Improved Living Room Contest for women, conducted by the Texas Co-operative Extension Service and the Dallas Semi-Weekly Farm News. Dallas merchants were sympathetic in this endeavor and gave valuable assistance in time and effort to insure its success. An interior decorator was furnished by one firm to conduct the judging and to offer expert advice all during the contest. Another provided an expert upholsterer for a county-wide demonstration in Dallas. As a result of this many discarded pieces of furniture were rejuvenated in a most professional manner. An expert painter representing a local paint store gave demonstrations in each women's club in refinishing furniture, woodwork, and floors, and the selection of harmonizing wall papers. In addition to this the store gave 48 quarts of paint and supplies for the work. Mrs. Guy Berry of the Ed-

wards club, near Mesquite, won first prize in District 9, in competition with ten other counties.

The girls' clubs are in the midst of preparations for the State clothing contest. Poultry, food preservation, clothing and home improvement projects, leading up to State Fair exhibits, are nearing completion throughout the county.

Agriculture

Realizing that practically every Dallas County farmer could and should grow enough fruit and berries to furnish his family abundantly throughout the year, the County Agent's office held and conducted twenty-five pruning and ten spraying demonstrations. These demonstrations were attended by over five hundred farmers and women. The results of this work can partly be measured by the number of orchards that were pruned as results of the demonstrations. Over one hundred orchards and berry patches were pruned and sprayed this year. This office was also instrumental in advising and assisting thirty parties in setting out new orchards. The spraying demonstrations were given on the large orchards all of which produce fruit commercially. Four sprays given at different intervals complete the demonstrations. Spraying controls San Jose Scale, wormy peaches and plums, brown rot and sucking insects.

Dallas County has thousands of acres of native pecan land, most of which is subject to improving with high yielding commercial type pecans. Little effort has been expended by the farmers to improve this source of agricultural wealth. Thirty-two top working demonstrations were given on the native trees during the month of February. The object of dehorning is to remove the old non bearing non profitable native tops and grow new wood upon which improved varieties can be budded. The budding will be done during the month of August, by such time the new growth will be sufficiently large to place buds on. Thus the native pecan tree which is practically drought and disease resistant and in many instances barren or produces nuts of an inferior quality is transformed into a tree that will yield a profitable crop of improved nuts.

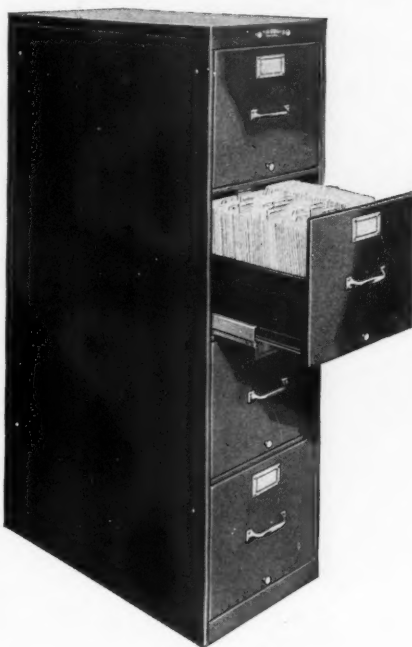
Sixty-eight farmers working under the supervision of the County Agent's office, started the improvement of their native trees this year. This work has only begun; there is in Dallas County today thousands of acres of good pecan land not suited to the production of field crops waiting for improvement, thus transforming non-profitable into profitable acres.

Efforts were made last fall to finish all the terracing work in the County, but the demands were so numerous for this work that it was necessary during the winter season to give twelve terracing demonstrations. These demonstrations were given in

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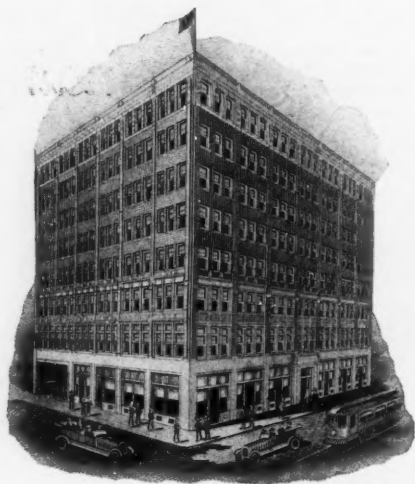
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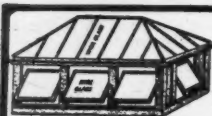
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communities that had never had this character of work.

In an effort to reduce the number of varieties of cotton grown in one gin community, thereby producing a better grade of cotton which will command a higher price the County Agent's office this year started fourteen variety tests in as many communities. The object of these tests is to prove to the farmers that there is not much difference in any of the leading varieties. They are all good when good seed is obtained. Since there is very little, if any, difference in the leading varieties of cotton grown in this section, then why not grow one or two varieties and keep the lint pure at the gin. Some farmers have grown good lint cotton for years, but in most instances have failed to get what the staple was worth, due, the buyers say, to mixing of the cotton at the gin. Twelve of the leading varieties of cotton are being grown in the tests. It is thought that the variety tests will furnish local information that can be used this fall and winter in the county campaign to influence the farmers to grow only one or two of the leading varieties of cotton.

Eight Dallas County farmers have grown this year pure line wheat. The seed was obtained direct from the Denton Experiment Station and placed with groups of farmers for multiplying. When the wheat is threshed the surplus which must amount to at least half the farmer's crop, will be distributed to other farmers at the same price. Such seed were purchased from the station last year. This seed has a much higher yield than other wheats grown in this section and an extra milling quality. Six farmers are growing Nortex oats for seed purposes. This same oat last year averaged twenty-five bushels more per acre than the old Texas oat.

A yellow dent corn developed by a Dallas County farmer was distributed to fourteen other farmers. This corn was not only a pure strain but an excellent yielder and gives promise of being an outstanding corn. Its drought resisting qualities are good.

A larger number of farmers are growing alfalfa and sweet clover this year than in any previous year. The legumes are not only excellent feed crops but they are good soil builders. Many farmers have contended that the alfalfas and clovers will not grow on our black land but the present crops are the best evidence that such crops are practical. The farmers are fast beginning to realize that growing legume crop is one of the surest routes out of a one crop system.

The County Agent's office has been instrumental in placing twenty bulls in four circles. These bulls were out of dams with an average record of 580 lbs. of butter fat per year. Such sires when mated to the average run of cow will increase the production of butter fat in the first crop of heifers from such cross by 100 pounds per year. This increase

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based on the market price for butter fat makes the heifer a much more profitable cow than her dam at the same age. The increased production equals in dollars and cents \$48.00. Thus if one sire is capable of siring thirty daughters a year for eight years, it is easy to see what twenty such sires mean to the county in one year, or eight years. These bulls are owned by eighty farmers; each bull is used two years in one place, then moved on to the next community. By such arrangement the farmers have access to better sires for less money than could otherwise be arranged. More bulls will be placed next year.

Twenty-three boys 4-H agricultural clubs were organized in Dallas County in January, with a total enrollment of 483. These clubs hold half-day monthly meetings, at which time demonstrations are given by the Assistant County Agent. Demonstrations for the past six months have included pruning, terracing, poultry culling, housing and selection, seed cord selection, milk testing and live-stock judging.

In addition to these activities each club member is carrying on a project at home. These projects include demonstrations in fattening hogs, growing breeding hogs, calf raising, poultry production, corn and cotton production, and terracing. Eight bushels of seed corn were distributed to corn club members for pure seed demonstrations. Realizing the importance of pure bred stock a number of pig club members obtained pure-bred pigs from well known breeders. Following up their calf club work of last year the Seagoville boys club has obtained a registered Holstein bull.

To facilitate the planning of the boys club program and to give the members some voice in it, a central boys club organization known as the Boys Club County Council was formed. This organization is made up of two members from each club and is the self-governing body of the Dallas County Clubs.

A great deal of attention has been given to the development of club leaders and with this end in view a club camp was held at Lake Mineral Wells. Recognition of their work was given in the selection of thirty boys to attend this camp. Swimming, fishing, boating, games, side trips and educational lectures were among the many camp activities. It is planned to enlarge this idea and make it an annual affair.

At this time demonstrations in livestock, dairy cattle, poultry, and grain judging and terracing are being given. The boys making the best showing in this work will compete in the State contests held at College Station in August. The sixteen boys on these teams will represent practically every community in the county.

Transportation

A summary of the activities of the Transportation Department for the first six months of 1928 shows that

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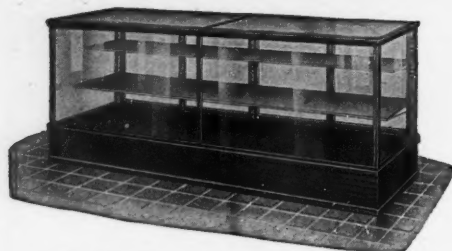


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thousands of rates were quoted over the phone and by mail; numerous freight bills were checked where there was a question as to the correctness of the rates assessed, and which resulted in refund of overcharges. Arrangements were made for improved package car service to various points in the Southwest, especial attention being called to the improvement in service to points in the Rio Grande Valley. Formerly it required from five to seven days to effect delivery to Valley points, as against a regular three day delivery under the new schedule.

All hearings before the Railroad Commission of Texas were attended, also hearings before the Interstate Commerce Commission in order that the interests of the Dallas shippers and receivers would be protected.

A general analysis was made of the new tariffs issued by the Southwestern carriers, purporting to be in conformity with the order of the Interstate Commerce Commission in the Consolidated Southwestern Case, and following this check a petition was filed with the Interstate Commerce Commission, asking for the suspension of supplements to tariffs which had the effect of cancelling commodity rates not specifically handled by the Commission, and which the carriers placed upon a straight Classification basis. A petition was also filed with the Commission, asking for certain additions and modifications to the tariffs issued by the carriers, alleged to be in compliance with the order of the Commission dealing with the treated commodities, and that were found, in the judgment of those checking the tariffs, to be contrary to the order in that case.

Shippers and receivers of freight might well take necessary steps to familiarize themselves with the new rate adjustment as affecting the movement of their commodities, in order that they may protect themselves against loss in buying or selling on basis of the rates at present in effect.

The Transportation Committee has held on an average of two meetings a month, at which time complaints were investigated as to traffic and transportation matters, steps taken to improve transportation conditions and to properly line up traffic matters that might be detrimental to our interests.

Financial and General

During the six months closing June 30th collected 96% of the dues and subscriptions assessed. Added 288 new members to the books. Set up and handled in addition to regular Chamber accounts the books and accounts of Industrial Dallas, Incorporated (National Advertising Campaign).

Distributed the purchases of the Chamber among the member firms as far as possible, having made pur-

chases from 170 member firms and individuals.

Added new furniture and fixtures costing \$502.90 and made permanent improvements to the building at a cost of \$1931.93.

During the six months period closed June 30, the indebtedness on the building was reduced \$4949.89.

Climate and Health

Reference to the Government weather chart shows that Dallas is on the 45 degree normal January temperature line, which runs through Wilmington, N. C., Columbus, Ga., Birmingham, Ala., and Sacramento, Cal.; south of the 80 degree normal July temperature line about the same as South Georgia; on the 65 degree normal annual temperature line about the same as Central Georgia, Alabama and Mississippi; on the 35 inch normal annual precipitation line which runs north and northeast through Kansas City, Dubuque, Chicago and Toledo.

Average of weather reports for thirty years gives the following data:

Average temperature, January, 45.1 degrees.

Average temperature, July, 84.0 degrees.

Average temperature, annual 65.0 degrees.

Maximum monthly precipitation, April, 4.24 inches.

Minimum monthly precipitation, February, 2.40 inches.

Average annual precipitation, 37.97 inches.

Other data, averages for twelve years:

Wind velocity 8.3 miles per hour

Humidity at 12 noon 51 per cent

Days between killing frosts 245

Constant breezes from the Gulf of Mexico during the summer months, combined with low humidity, make the climate of Dallas as a whole dry, pleasant and invigorating. Winters are particularly mild, and golf and other outdoor sports are engaged in the year round. These factors combine to make Dallas an unusually healthful city.

Dallas is also one of the recognized medical centers of the country. Its specialists have achieved sectional and national reputation, and its excellent hospital facilities attract patients from the entire Southwest.

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Chambers of Commerce Old Institutions

A few years after the discovery of America by Columbus, while many people still considered the new world nothing more than a myth or a sailor's yarn, a small group of merchants met in Marseilles, France, to discuss their common problems.

The guilds and fairs had fallen into decay because of their narrow scope. The trade horizon of the world was rapidly expanding.

Called by a forgotten leader, the merchants decided to make a serious bid for world trade and toward that end formed the first Chamber of Commerce.

The movement was successful and for many generations the city remained one of the world's greatest commercial centers.

It is a long way from that pioneer organization to the great Chambers of Commerce today and there are many stages in the evolution of the commercial organization.

New York Chamber Formed.

The Chamber of Commerce idea was brought to the United States in the eighteenth century. New Political and economic conditions made the first American organization similar to its Europe prototypes only in a general way. Twenty merchants of New York met in a tavern in 1768 and the "Chamber of Commerce of New York in America" was formed. Two years later this organization was chartered by King George III.

The second oldest Chamber of Commerce in the United States is the Charleston (S. C.) Chamber of Commerce, founded in 1773. By 1801 chambers had been established at New Haven and Philadelphia. By the middle of the last century Chambers of Commerce had multiplied and trade associations were coming into existence. Today there are in Texas alone 544 Chambers of Commerce.

By the end of the nineteenth century Chambers of Commerce were functioning all over the United States and the need for sectional and national affiliation became apparent. Twenty-five years ago the American Association of Commercial Executives was founded. A year later the Southern Association of Commercial Executives was organized and one year later the Central Association came into being. In 1914 all these sectional organizations met and organized the National Association of Commercial Executives. Of the three the Southern group is the only one to retain its separate identity today.

U. S. Chamber Formed.

In 1912 the Chamber of Commerce of the United States was established at the suggestion of President Taft in order that the wishes of American business could be made known quick-

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ly and definitely on subjects of national importance.

Today this is the greatest organization of its kind in the world and wields a powerful influence in national affairs.

The early steps in the development of Chambers of Commerce, important as they were to business and industry, are not so outstanding as those of recent years. The twentieth century has seen the Chamber of Commerce, especially in the smaller cities, grow from a "booster" organization headed by the best "hand-shaker" in town, into real service bodies, headed by highly trained specialists.

The control and management of a Chamber of Commerce is today listed among the professions and universities are rapidly establishing departments for the training of commercial association executives.

The University of Illinois formed the first school for this purpose, with Dean Charles M. Thompson as instructor. This school has graduated about 100 students, of which forty-seven are now successfully in Chamber of Commerce work. Other schools have been established in the University of Wisconsin, Northwestern University, the University of Iowa and in two or three other Eastern universities.

In 1920 Northwestern University, the national chamber and the national association organized a summer school for the training of Chamber of Commerce men. Five Dallas men, H. E. Dill, John Boswell, Robert J. Smith, H. V. DeArmond and Austin Burges, will attend the 1928 session. Joe Leopold, manager of the South Central division of the national chamber, located in Dallas, will conduct two important courses, following the school's plan of choosing instructors from those conspicuously successful in the profession.

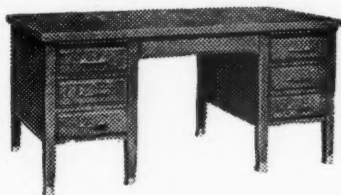
Early Work of Groups

A few years ago the members of a Chamber of Commerce would meet in some public hall, elect officers, pass resolutions, make civic appeals, adopt some such slogan as "The biggest town of its size in Texas" and adjourn.

The secretary would spend most of his time collecting sufficient dues to pay his own salary and the remainder of it trying to "get a factory" by stealing it from his neighboring city.

Merchants of today, even in towns of 1,000 population realize the value of concerted effort and give liberal support to their chamber. In agricultural communities the betterment of agricultural conditions is stressed. In industrial expansion, transportation and the many allied items must be taken into consideration.

The merchants, professional men and bankers of any city, whether it be large or small, present a formidable phalanx when properly organized and will take their organiza-



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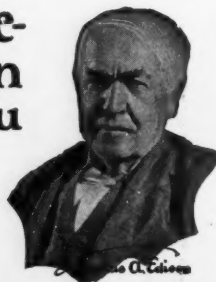
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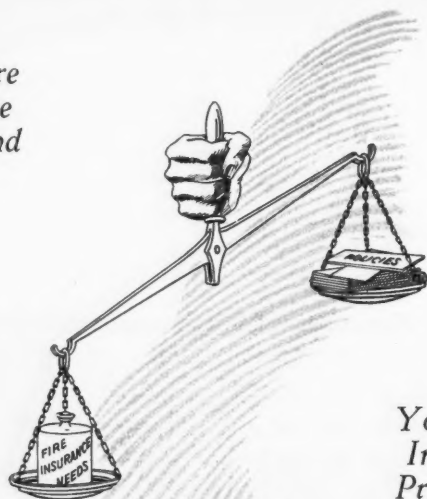
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tion seriously. Under these conditions in such a new and fertile field as the United States presents it is not surprising that each census shows almost 100 per cent of the cities have made material growth.

At the first meeting of the New York chamber, April 5, 1768, it was written in the records to the effect that the purpose of the organization was to promote and encourage commerce, support industry, adjust disputes relative to trade and navigation and to procure such laws and regulations as might be found necessary for the benefit of trade in general. Add to this program that of agriculture and civic development and you have the modern, effective and growing Chamber of Commerce of today—a project organization operated along business lines as is any other endeavor.

Examples galore may be given to show how local Chambers of Commerce have made possible the development of cities and whole sections. When great educational institutions such as agricultural and mechanical colleges sought to broaden their field of service by extension workers, it was the Chamber of Commerce that made the plan a success. In most communities the Chamber of Commerce first created a sentiment in favor of employment of these experts in agriculture. Often they had to overcome a deep-rooted suspicion and reluctance on the part of officials charged with the responsibility of employing farm experts. In many instances the Chamber of Commerce actually paid all or a part of the agricultural workers' salaries. Through these organizations the new specialists found a ready contact with the community.

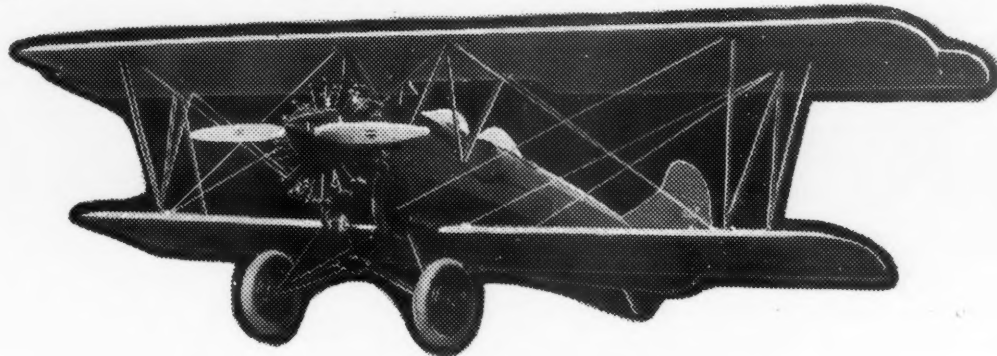
The splendid school system of the Nation can thank local chambers for much help. Bond issues for new school buildings and most sentiment for increased school funds originated in a Chamber of Commerce meeting. Business men realize that schools help build up permanent prosperity.

A large per cent of the surfaced roads of the Nation were built as a result of sentiment generated in chamber meetings. Many railroads owe their present routes to efforts of chambers in providing right of ways and bonuses.

These and a multitude of other projects are everyday work for a live Chamber of Commerce, but more important than all of them is the civic spirit fostered and nourished—witness the nationally famous "Dallas Spirit." Friendly rivalry between community centers has sprung up and when Podunk and Sleepy Hollow are trying to outstrip each other both are going to grow—an inevitable reaction to enthusiasm that emanates from the office of the local Chamber of Commerce, under trained and definitely planned leadership.

—Reprinted from Dallas News.

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The latest
FINANCIAL STATEMENT
of Texas' largest bank
as of June 30, 1928

ASSETS

Loans and Discounts	\$37,549,561.73
United States Bonds, to Secure Circulation	1,945,000.00
Other United States Securities, Owned	4,285,160.00
Stock in Federal Reserve Bank	180,000.00
Other Stocks and Bonds	1,170,150.80
Furniture and Fixtures	82,683.25
Real Estate and Banking House	2,110,382.36
Other Real Estate	144,400.00
Customers' Liability Acceptances	213,795.71

CASH—

On Hand and with F. R. Bk. \$7,653,865.96	
With Other Banks	3,632,936.57
With United States Treasurer	97,250.00

Total \$59,065,186.38

LIABILITIES

Capital Stock, Paid in	\$ 5,000,000.00
Surplus Fund	1,000,000.00
Undivided Profits, Net	3,171,118.85
Reserved for Contingencies	194,000.00
Reserved for Taxes, etc.	159,455.45
Circulation	1,945,000.00
Acceptances Executed for Customers	213,795.71

DEPOSITS—

Individual	\$37,971,808.96
Banks and Bankers	7,282,816.45
United States Government	2,127,190.96

Total \$59,065,186.38



Federal Reserve Bulletin
For June

A stronger demand for merchandise in both wholesale and retail channels of distribution and a marked improvement in the agricultural outlook following the heavy general rains throughout the district were significant developments in business and industry during the past month. Sales of department stores in larger cities reflected a gain of 14 per cent over the previous month and were 4 per cent greater than in May, 1927. While buying in some lines of wholesale trade was seasonably quiet, distribution generally was on a broader scale than in either the previous month or the same month last year. Reports indicate that there has been a strengthening in the undertone of confidence in the business situation and that business leaders are becoming more optimistic regarding the outlook for the coming months. Debits to individual accounts at banks in larger cities were 2 per cent greater than in April and exceeded those in May, 1927, by 10 per cent. Southwestern car loadings during May were 6 per cent above those a year ago.

The generous rains which fell over practically every section of the district during the past month greatly improved agricultural and livestock conditions. Although row crops are about two weeks later than usual in most sections of the district, crops have made rapid growth since the rains and farmers are making excellent progress with field operations. Reports indicate that fields generally are in a good state of cultivation and there is an ample season in the ground for immediate needs. The prospective yield of the wheat crop is larger than was anticipated a month ago. While the oat crop is turning out better than expected in some sections, it is very poor over a large area. The condition of ranges and of livestock has shown a marked improvement in most sections and the outlook points toward good grazing conditions during the summer months.

There was a further increase in the demand for funds during the past month. Federal Reserve Bank loans to member banks rose to \$10,181,998 on June 15, which was \$2,854,651 larger than a month earlier, and \$4,440,051 above those on that date a year ago. Contrary to the usual seasonal trend, deposits of member banks rose to \$892,128,000 on May 9, being \$3,795,000 larger than on April 11, and \$83,474,000 above those on May 25, 1927. There is still a strong demand for an investment outlet for funds as is evidenced by the fact that subscriptions to the June 15 issue of 3% and 4 per cent United States Treasury Cer-

tificates of Indebtedness amounted to \$44,694,500 against which allotments to the extent of \$22,074,000 were made.

The past month witnessed a further increase in the business mortality rate, both the number of failures and the indebtedness involved being larger than in either the previous months or the same month last year.

Building activity evidenced a material improvement during May. The valuation of permits issued at principal cities rose to \$10,962,660, which was 62 per cent greater than in the previous month and 16 per cent greater than in May last year. The production and shipment of lumber showed an increase over the previous month and were considerably larger than in the corresponding month last year. While production of cement was less than in April, it exceeded the output in May, 1927, and shipments were the largest of any month in several years.

Educational Facilities

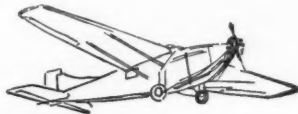
Dallas has an excellent public school system and a number of preparatory schools, graduates of which are admitted to all the leading universities of the country. Schools of college and university grade, with Class A rank, offer courses leading to the cultural degrees, and courses that prepare for any professional career.

There are seven high schools in Dallas—Technical High School, Forest Avenue High School, Oak Cliff High School, Sunset High School, Woodrow Wilson High School, North Dallas High School, and Highland Park High School, so distributed that one of these schools is easily accessible from any section of the city. There are forty-five elementary schools in the city public school system, and in addition there are schools of elementary grade in Highland Park and University Park. Some of its leading private preparatory schools are Hockaday School for Girls, Terrill School for Boys, St. Mary's Academy for Girls (Episcopal), Ursuline Academy for Girls (Catholic), Dallas University (Catholic).

Southern Methodist University, in addition to offering courses leading to B.A., M.A. and Ph.D. degrees, also offers technical training in engineering, law and journalism, with a theological school that prepares for the ministry. Baylor University Medical School offers instruction in medicine, pharmacy, nursing and dentistry. The Evangelical Theological Seminary prepares exclusively for the ministry.

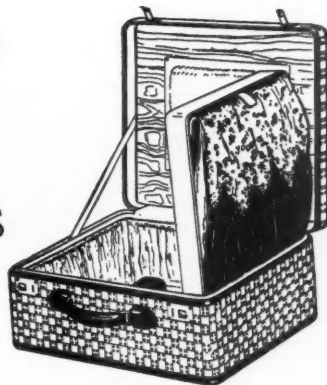
Southern Methodist University also offers special courses in business administration, and there are a number of private schools in Dallas giving business courses.

Music and art are offered through special departments of Southern Methodist University, and several private schools in Dallas offer instruction in these subjects.



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